



City of Chicago
Richard M. Daley, Mayor

Business Affairs and
Consumer Protection
Local Liquor Control Commission
License Adjudication

Norma I. Reyes
Commissioner

City Hall, Room 805
121 North LaSalle Street
Chicago, Illinois 60602-1288

(312) 74-GoBiz (744-6249)
(312) 744-4789 (FAX)
(312) 744-1944 (TTY)

www.cityofchicago.org/businessaffairs

LIQUOR LICENSE PLAN OF OPERATION

Business Address: 1524 W. Taylor
Licensee: Now What, Inc.

Per Chapter 4-60-040(h) of the City of Chicago Municipal Code, the Local Liquor Control Commission has authorized the issuance of a Package Goods license to the above named business entity and business location under the following conditions:

- I. Licensee will operate a high-end specialty wine, beer and spirits liquor shop, selling hand crafted, small batch wine, beer and spirits liquor in closed packages for consumption off-premises.
- II. Licensee agrees to not sell single serve units of beer or ale.
- III. Licensee agrees to not sell any spirits liquor less than 200 Milliliters.
- IV. Licensee agrees to not sell any single serve malt liquor.
- V. Licensee shall have all employees BASSET certified with the Illinois Liquor Control Commission and have them trained in responsible selling of package goods beer, wine and spirits liquor, including proper procedure for checking valid identification. This training shall also include how to recognize potential problems and how to react to them proactively and accordingly, specifically including contacting the police to report any illegal activity and keeping a log of such incidents.
- VI. Licensee agrees to keep all liquor in locked cases.
- VII. Licensee agrees to use the BARS Mystery Shop Program as part of its training of its employees in responsible selling of package goods beer, wine and spirits liquor.

The conditions of this license are legally binding and may be enforced by City of Chicago enforcement authorities under MCC 4-60-040(h). All other conditions of the license are governed by the City of Chicago Municipal Code. Violation of the above stated conditions may result in the imposition of a fine and/or suspension or revocation of all business licenses issued to the licensee. Violations of the above stated conditions may also result in the issuance of cease and desist orders prohibiting the activity which violates the conditions of the liquor license.

The conditions of the liquor license shall apply to the business address and licensee and to all officers, managers, partners and direct or indirect owners of the entity of which is licensed. The sale of the business to other persons purchasing the stock or membership units of the licensed entity does not void the conditions of the license. Any and all potential new owners of the licensed entity shall be subject to the same conditions set forth in this statement.





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**Plan of Operation
Now What, Inc.
1524 W. Taylor
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It shall be the duty of every person conducting, engaging in, maintaining, operating, carrying on or managing the above mentioned business entity to post this Liquor License Plan of Operation next to the Liquor License in a conspicuous place at the business address.

Mr. Frenko Rahana - President

Gregory Steadman, General Counsel
Local Liquor Control Commission
Department of Business Affairs
and Consumer Protection

January 29, 2009
Date